

Product Release



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ATARI INTRODUCES INEXPENSIVE COMPUTER SYSTEM, LINE OF SUPPORTING SOFTWARE; NEW VIDEO SYSTEM ACCESSORIES AND 28 GAMES

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Sunnyvale, CA — June 5 — Atari today introduced a line of low-cost, compact accessories which convert the company's 2600™ Video Computer System™ game into a powerful, inexpensive personal computer system. More than 10 million owners of 2600 consoles can gain a low-cost introduction to personal computing with the purchase of an add-on module priced at less than \$90 which provides the keyboard and electronics to transform the 2600 VCS into a small computer, designated The Graduate. A full line of peripheral products including data storage devices, additional memory, a modem and a printer enable the user to develop a complete home computer system capable of supporting most personal computing needs.

At the same time, Atari introduced a line of software products for The Graduate which includes educational programs, home management aids and a selection of games that benefit from the enhanced electronics provided through The Graduate computer module.

Visitors to the Consumer Electronics Show in Chicago also saw the first home video game cartridge to be voice-activated. Atari demonstrated the voice synthesis and recognition device, designated the Voice Controller, with its RealSports™ BASEBALL

game cartridge. The Voice Controller allows the player to control the game through oral commands rather than conventional joysticks or paddles. ATARI home video games using the capabilities of the voice-activation accessory will be available in October, including the RealSports Baseball cartridge.

Atari also announced a price reduction of more than 25 percent on its 5200™ Super System as a result of sales which have far exceeded projections. In addition to the price reduction, Atari demonstrated a new adaptor for the 5200 which allows the system to accept cartridges created for the company's 2600 VCS, enabling the 5200 to play more cartridges than any other home video game console.

The lower-cost 5200 also features design improvements such as more durable boot surrounding the joystick and a self-centering controller. Atari also announced at CES that the company's best-selling Pac-Man¹ game cartridge will be provided free-of-charge with every 5200 VCS.

At the same show, Atari demonstrated 28 new games for the 2600 and 5200 VCS consoles. These include the first game to contain a built-in voice synthesizer, and thirteen arcade hits which have been reproduced for home play.

Atari is a leading designer and manufacturer of home video games, coin video games and home computers, programs and peripherals for a variety of applications. Recently, Atari announced plans to develop and market home telecommunication products. Atari is a wholly-owned subsidiary of Warner Communications Inc.

¹Pac-Man and characters are trademarks of Bally Midway Mfg. Co. licensed by Namco-America, Inc.

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